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Our world is rapidly evolving. Our desire to be better and creative for a more sustainable future inspires the automobile industry and pushes innovation forward.

### *Jingle*

*BNP Paribas Personal Finance invites you to discover on the way the podcast that explores the paths to responsible consumption. Their are entrepreneur. People from the world of business are researchers On the way gives a voice to those who day after day are helping to develop more sustainable consumption. Welcome and I hope you enjoy listening.*

First of all, I would like to introduce myself. My name is Damien tokMayier. My automobile career started in Citroën Spain, and Ford credit in Argentina. But I have been with Hyundai since 2012. So that is for the last 12 years. So far in that period, I've been holding different positions in the company, first as a sales area manager.

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After that, I worked on the launch of the light commercial vehicles for the Spanish market and since 2017 I switched to the Fleet Department and now I'm the head of fleet use car and residual value for the Spanish market. Okay, but that's enough for myself. Let me give you a little bit more information about Hyundai and Hyundai history that began on the founding of Hyundai engineering and construction in 1947.

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Let's also remember that between 1950 and 53, Korea was in war, and it was separated in two countries : North and South. So but later in 1967, the Hyundai motor Company was established and the company first model, the Cortina, was launched in collaboration with Ford Motors. A few years later, in 1975, the Pony, the first South Korea car, went on sales.

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It was designed by Giugiaro of italdesign and the power train was supplied by Mitsubishi Motors. It was exported to Ecuador and for the following year and soon after to the Benelux countries. Hyundai entered the UK market in 1982 and also in 84 they started exporting the pony to Canada. In 86, they also started beginning the sales of the pony model in the United States.

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In 1996, the Excel model was nominated as top ten best product by Fortune magazine, largely because it's a Ford Tivoli. The same year, the company began producing models with its own technology. The company soon succeeded in developing its first in-house petrol engine. The four cylinder Alfa model, that's how it was named, as well as its own transmission, paving the way for technological independence. In 1992,

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Hyundai Motor arrived in the Spain and 30 years later, it has established itself as one of the top brands in the country, with the tucson model as the undisputed sales leader in 2022. Hyundai kept growing and increase in actual production. This is why in 1996, Hyundai model was established with a production plant near Chennai, India. Two years later, in 1998, Hyundai started a rebranding process in an attempt to establish himself as a world class brand. In 2004, Hyundai ranked second in initial quality is a GDA Power Associates survey.

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Study carried out in North America. Hyundai Motors sold more than 4.4 million vehicles globally in 2019 and currently employs more than 120,000 people worldwide. Hyundai is now one of the 100 most valuable brands

in the world, according to Interbrand, and offers a range of world class vehicles and mobility service in more than 200 countries.

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But enough of the past, let me tell you what it is next for Hyundai in our plan for the near future. Now the company is enhancing its product lineup with vehicles designed it to help move towards a more sustainable future while offer innovative solution to real world mobility challenge. Through the process, Hyundai aims to facilitate progress for humanity, which is Hyundai's mission for the future with a smart mobility solution that better lies connections between people and provides quality time to its customers. Following this philosophy and in order to realize its mission, Hyundai Motor Company is committed to contribute to a sustainable future in achieving its carbon neutrality goals with the establishment of a hydrogen society as a focal point on the introduction of its all electric lineup, Hyundai is slowly but surely, so we need seats for a sustainable tomorrow.

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Today, the arrival of the Ioniq five in 2021 marked the beginning of a new era for the brand. One more sustainability will be at the core of everything we stand for and with that goal in sight, the research and development team and hired have looked at four ways to use organic and recycled materials in all upcoming models. In an effort to take eco friendly beyond a powertrain buy paint sources from bean oil and recyclable plastic for the doors.

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Eco process, leather and wool for seats covers recyclable paper, fiber for doors, guarantees in organic plastic for carpets and seat lining. And with the launch of Ioniq six and also Ioniq seven in the following year 2022 and 2024, Highlander will create more opportunities for people and communities to act responsibly and be a part of a ship toward a more sustainable way of being a sustainable future is her absolute priority.

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Because make no mistake, changes come in. Most of the world, large and most respected company have journeyed forces to combat climate change and transition to a more sustainable planet in order to respond to climate change, high end and manage the loss and regulation of various countries and regions where it operates and regulatory risk. We faithfully comply with the laws and regulations properly to response to exceed regulations according to climate change scenarios and minimize the impact and damage.

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Copyright Sustainability is not only an imperative, but it is also represents an opportunity to build customers and business partner loyalty and differentiate ourself from the competition. As a consumer, habits are evolving. We want to help our customers with this transition. That is why Highlander has created several sustainable mobility solutions such as Motion subscription or OBB, will launch a motion subscription in 2021, and after its success in the Spanish market, Highlander Motor announced the expansion of the service in the U.K., Highlander has realized the importance of a subscription service for its potential customers in Europe who wish to benefit from Motion's flexible user model.

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With a launch in the Spanish and a UK market, Highlander continues to pursuit its goal of becoming a leading global mobility service provider. Motion subscription is a new all in one monthly subscription in which we offer the whole Highlander range, which goes from hybrid plug in and full electric models, paying a single monthly fee to cover all major automobile cost.

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Motion subscriptions are available from three month to 24 month. In our focus on offering a sign up and drive process that required just a few clicks during a fuller digital process, customers simply choose the car they want and the time they want to get it. They enter the details and once approved, a car will be delivered directly to their home with a matter of days.

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In addition, users can choose to pick up their car from a local Highlander dealer. Another solution is be the first 100% digital in 100% rural car sharing service, which offers a sustainable mobility solution for rural areas. The service is designed to help rural communities to be better communicated while respecting the environment with shared emission vehicles. Aware of the transport limitations in some areas of Spain, Highland and its aim to offer a mobility solution for all.

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Decided to launch this project in Camp Ceballos, the town with a clear air in the Spain and the third of all the world. After the success in Camp Ceballos and their requests from other towns to join the service, Highlander decided to go a step beyond and continue to expand the mobility alternative to other towns in Spain. This service is another example of Highlander dedication to promote inclusive and accessible mobility.

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BBC currently linked it in more than 40 Spanish towns and is planning to relaunch in more than 70.

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As you can see, the world is rapidly changing. Nowadays, society is more conscious with sustainable mobility and clients are more interested in lowest environmental impact when getting their new vehicle. Although there is a huge social awareness claim to still have several doubts about the functionality of electrified vehicles, we have created projects like La Electra Scala in Spain. Hoy aims to solve doubts and inform about electrified vehicles.

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EP chapter is Focus on a different topic with the goal of Enclose new Mobility Solutions to people. Highlander is also making very efforts to analyze the trend in a rapidly changing vehicle market and satisfy customer preferences. Haney has taken a leap in expanding its hybrid. My hybrid plug in electric and fuel cell vehicles and occupy their market early, as well as bolstering its related technology development capabilities.

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Electrification regulations are being strengthened around the world. For instance, the EU Commission is getting ready to introduce a carbon border tanks to reduce by 2030 while proposing legislation to ban the sales of new internal combustion agents in the EU starting in 2035. Meanwhile, France has been at the sales of internal combustion engines to study from 2030 and Norway has announced to phase out those vehicles from early as 2025.

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Holland has established a met and long term roadmap for the transition from internal combustion engine to electric vehicle and has began accelerating their relevant technology development and relaunching. It will set

up an electrified lineup for its all commercial vehicles include in busses and heavy trucks. Highlander is preparing to expand its fuel cell lineup from 1 to 3 starting in 2023, and utterly plans to achieve the goal of 100% electrification of its all vehicles sold in Europe market by 2035 and other major markets by 2040.

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Changes difficult, especially when it comes at a price switch from internal combustion engine vehicles to low emission. Alternative is a quick and easy way to see the immediate finance impact, and that is certainly a reduction in carbon emission.

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Which brings me to the last subject. In order to take part in the drive for carbon neutrality, which has been made, the focus of our global economic growth and development agenda is working to achieve carbon neutrality by 2045. Driven Introduction of an eco friendly mobility ecosystem high in the strategy to achieve decarbonization of its range is based on three pillars clean mobility, new generation platforms and green energy, which aims to reduce dependency of high pollution, fossil fuels in which hydrogen will play a key role.

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You has more than 20 years of experience in the development and application of this technology. In the mobility sector, because of its leadership in this field, is preparing to enter fully into clean and sustainable energy source with the use of hydrogen, not only the automobile sector but also in other sectors promoting the hydrogen society and inspired to make this energy available to everyone and everywhere to reduce to carbon production at speed.

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The company is shifting its focus from vehicles equipped it with an internal combustion engine to EVE. To this end, Highlander is leading the evolution of transportation by expanding its electrified lineup. Based on every technology and infrastructure, we will position ourselves as a leading company that realize carbon neutrality ahead of others by expanding the electricity and hydrogen charging infrastructure, thereby contributing to the transition of a global energy system to a carbon neutrality.

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I hope I was able to shine a light into a higher dimension in our commitment to building a better future. Thank you very much for listening. You can find all the episodes of On the Way on your favorite podcast platforms and on the personal hyphen Finance dot BNP Paribas website. Any links or references made by guests can be found in the introductory takes of each episode.

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And if you'd like to take to our microphone and tell us your story, please contact Nicola Adams at BNP Paribas dot com. See you very soon.